

Welcome to The Institute for Digital Technologies



THE COMPLETE
UNIVERSITY
GUIDE 2020
RANKED 8TH



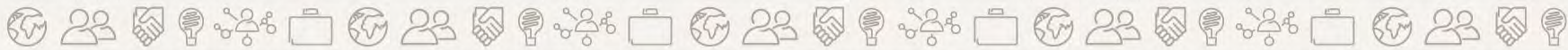
THE TIMES AND
SUNDAY TIMES
GOOD UNIVERSITY
GUIDE 2020
RANKED 5TH



GUARDIAN UNIVERSITY
GUIDE 2020
RANKED 4TH



TIMES AND SUNDAY TIMES
UNIVERSITY GUIDE 2019
UNIVERSITY OF THE YEAR



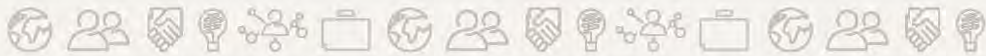
At the Institute for Digital Technologies, we aim to address major challenges facing societies by making use of advanced digital technologies

Our academics possess expertise in

- Machine learning and data analytics
- Artificial Intelligence
- Interactive and immersive multimedia technologies
- Cyber security
- Digital finance and financial technologies
- Market intelligence and e-commerce

We have developed strong collaborations with industrial organisations

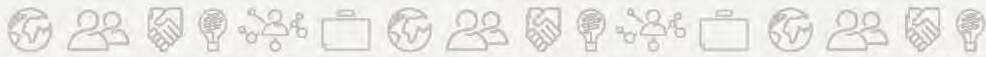
- British Telecom, BT Sport, PTV Group, Chelsea Football Club, WPP Ogilvy, Huawei Technologies, ...



Teaching in IDT

- Enterprise-based learning and collaborative working
- Acquire new skills and knowledge through the Collaborative Project
- Theory-rich lectures and seminars delivered by inspiring academics
- Guest speakers from leading industrial partners
- Full-time and part-time teaching can be tailored to suit most work and personal commitments





Research in IDT

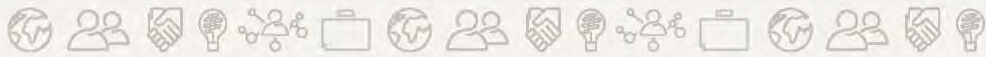
IDT offers excellence in research across major application areas, including AI systems in:

- Sports, intelligent mobility, security and privacy, marketing, finance, immersive and interactive technologies, human-computer interaction, education

We have various research from

- Engineering and Physical Sciences Research Council, Innovate UK, British Council, Global Challenges Research Fund, various other industrial research funds

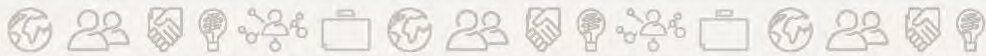




IDT Masters Programmes 2020-21

- MSc Cyber Security and Big Data
- MSc Digital Creative Media
- MSc Digital Innovation Management
- MSc Digital Marketing
- MSc Digital Finance





MSc Cyber Security and Big Data

Aim – Gain theoretical and practical knowledge of

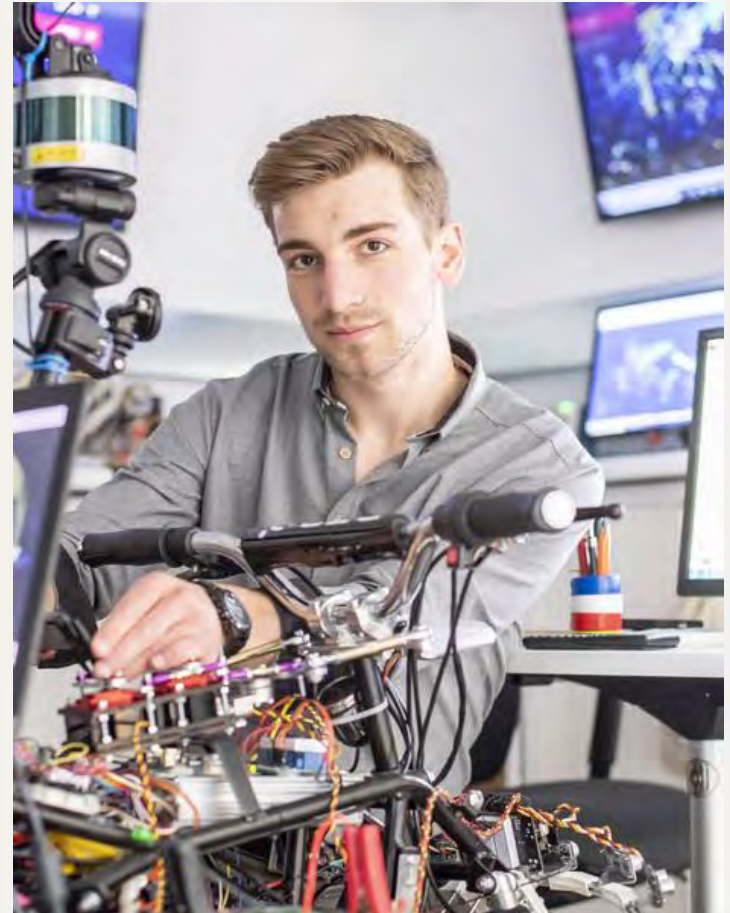
- Machine learning, neural networks and AI for big data analytics
- Advanced cryptography to protect information security and user privacy
- Digital forensics to investigate cyber-attacks

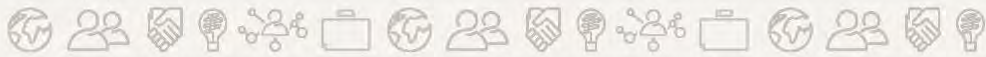
Key modules

- Applied cryptography
- Cybersecurity and forensics
- Principles of data science
- Advanced big data analytics

Career prospects

- Senior roles in a wide range of digital sectors and other businesses that rely on the Internet and cloud technologies
- Including but not limited to finance, communications, marketing, commerce, and government organisations





MSc Digital Creative Media

Aim – To gain leading edge digital and creative skills in

- Media application and user experience design
- Gaming technologies
- 3D media environments

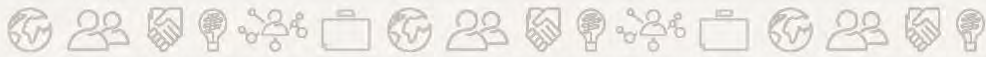
Key modules

- Media design and production
- Digital media and creative industries
- Advanced 3D media environments
- Gaming technologies and systems
- Digital application development
- Internet of Things and applications

Career prospects

- In media and creative industries and related sectors
- Music, TV, film and other media content production, studio management, gaming, broadcasting, digital media and VR/AR applications





MSc Digital Innovation Management

Aim – To gain knowledge and expertise in

- Latest advances in digital technologies such as the Internet, Big Data, IoT
- Business insights and strategies
- Entrepreneurship and innovation management

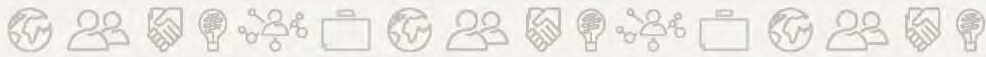
Key modules

- Innovation management
- Cloud technologies and systems
- Information management
- Cloud applications and services
- Entrepreneurship
- Strategy and Planning

Career prospects

- Develop your own start-ups
- Join large or SMEs, or work at established Internet technology and telecommunication companies, etc.





MSc Digital Marketing

Aim – To gain comprehensive knowledge and skills in

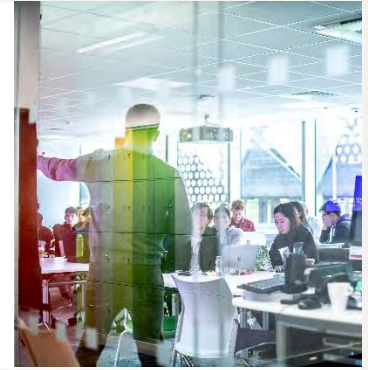
- Digital marketing and strategic marketing management
- Emerging marketing channels and methods to engage audiences
- Market research and analysis using advanced tools

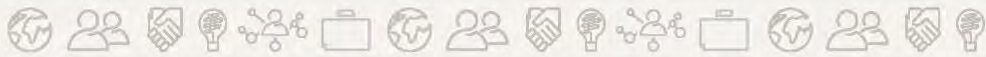
Key modules

- Digital technologies for market analysis
- Digital practices for customer engagement
- Principles of data science
- Strategic marketing management
- Digital media audiences and markets
- Design practices in digital industries

Career prospects

- Job opportunities in brand management, marketing communications, market research, social or market campaign, social media marketing and digital marketing





MSc Digital Finance

Aim – To gain

- A comprehensive understanding of digital finance principles
- Key employment skills in digital financial services, e.g. FinTech & blockchain
- Expertise to create and develop innovative digital financial services using innovative digital technologies

Key modules

- Financial Technologies (FinTech)
- Finance Principles
- Statistical Methods in Finance
- Digital technologies for market analysis
- Advanced big data analytics

Career prospects

- Job opportunities in digital finance related sectors, such as banking, accountancy, trade and portfolio management, financial insight generation and managing financial and security risks in the digital world



Thank you

lborolondon.ac.uk/digital-technologies

